

Tizzy Bennett  
November 12, 2013

Transforming the health of South Seattle and South King  
County:

# Community Transformation Grant



# Agenda

<b>3:00-3:10</b>	<b>Welcome and introductions</b>
<b>3:10-3:15</b>	<b>Obesity data update</b>
<b>3:15-4:10</b>	<b>Sector progress, challenges and opportunities</b>
<b>4:10-4:20</b>	<b>Break, healthy food demonstration</b>
<b>4:20-4:50</b>	<b>Breakout discussions by sector</b>
<b>4:50-5:00</b>	<b>Next steps, Preview of May 2014 meeting, evaluation, Individual action plans</b>

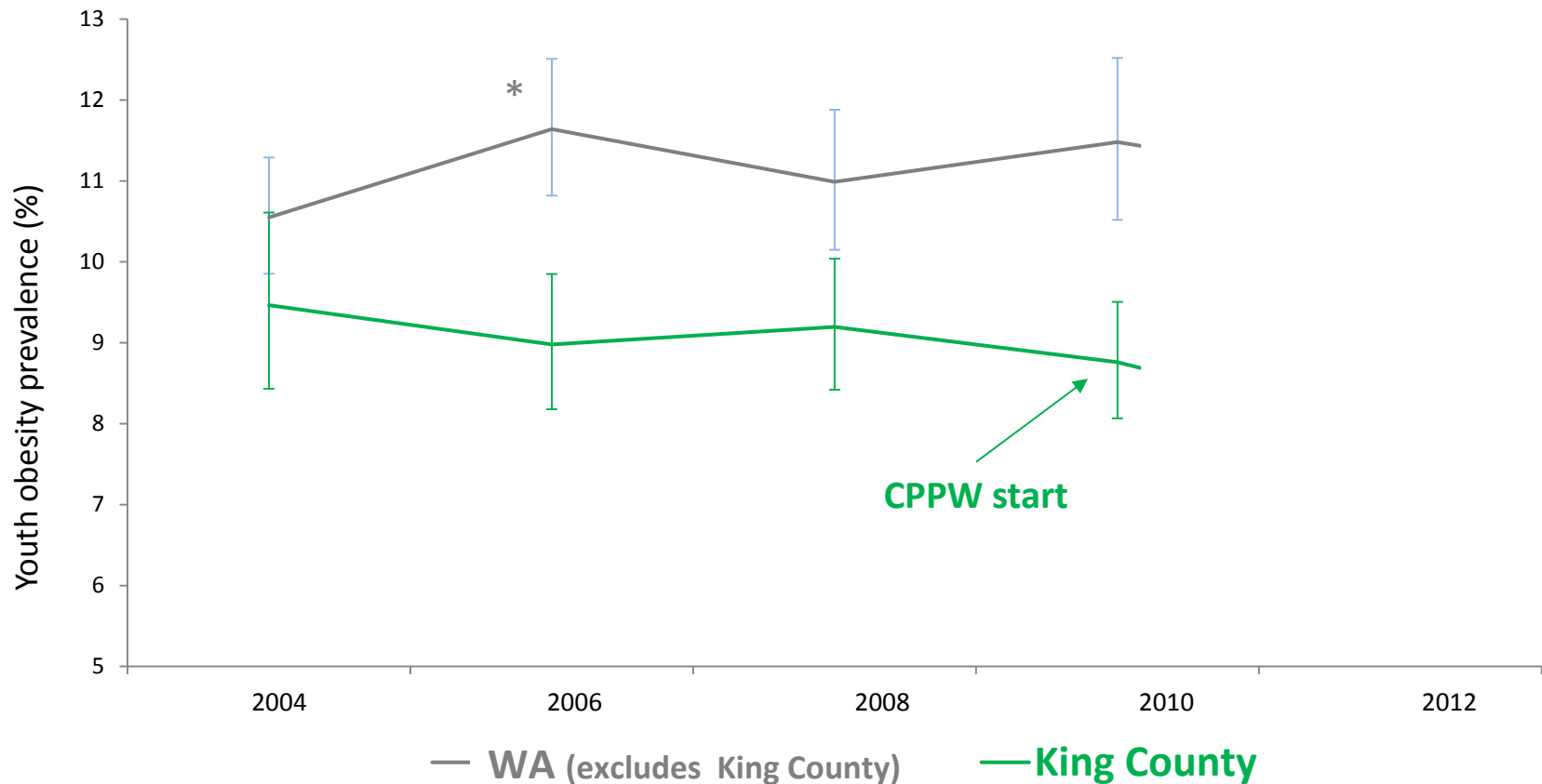
# Obesity data update

## Trends in youth obesity

Nadine Chan

# Youth obesity declines in King County, not elsewhere in Washington State

Figure 1. Youth<sup>1</sup> obesity for **King County**, WA versus balance of Washington state, 2004-2012.



<sup>1</sup>Youth include students in grades 8, 10 and 12. Data source: Healthy Youth Survey

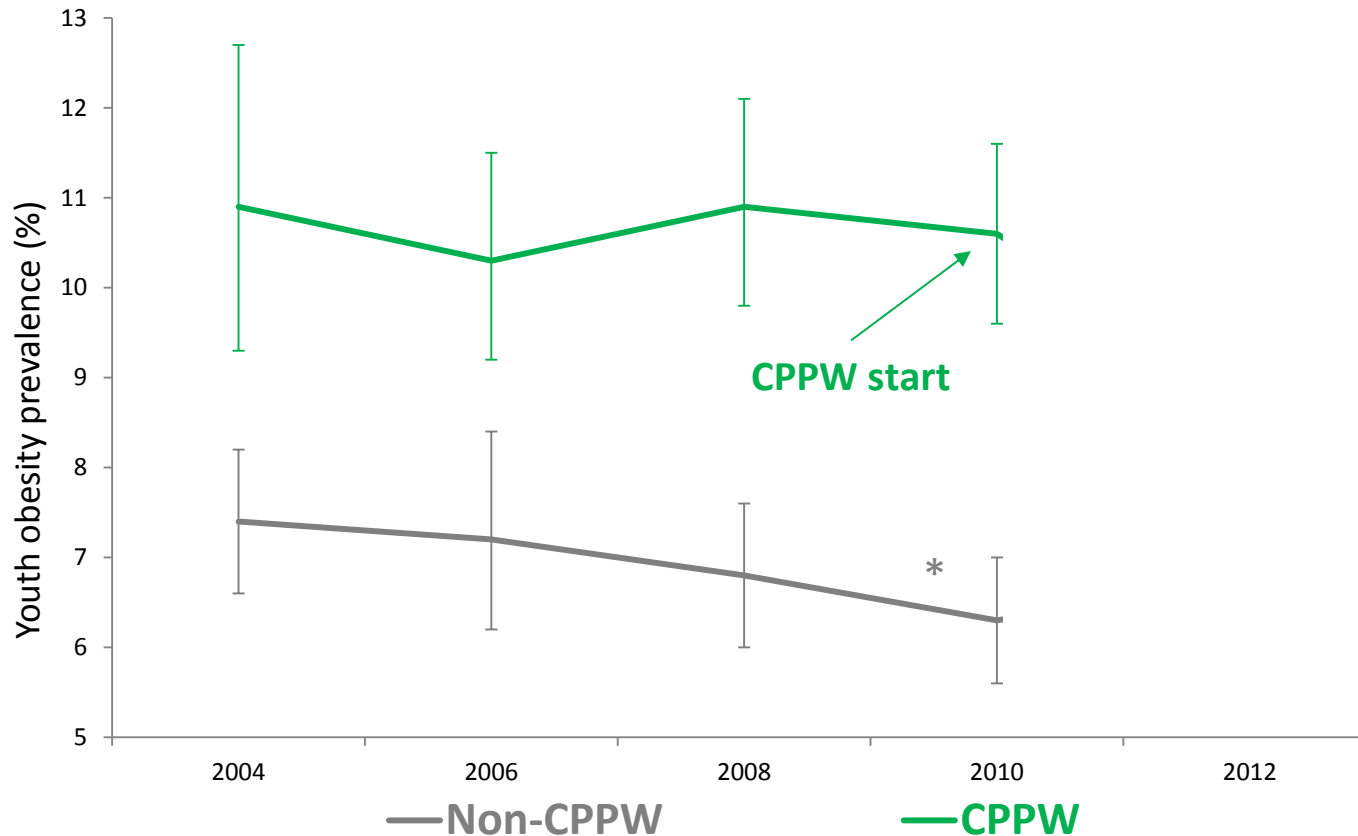
\*Change in obesity since 2004 statistically significant ( $p$ -value  $\leq 0.05$ ), logistic regression, year as dummy variable.

Error bars represent 95% confidence intervals for direct estimates of obesity prevalence.

Data are weighted to be representative of school enrollment by grade and gender.

# Youth obesity declines in school districts where we invested in CPPW

Figure 2: Youth<sup>1</sup> obesity by school district CPPW status, King County, WA, 2004-2012.



CPPW districts	
North	Northshore
Seattle	Seattle
South	Auburn
South	Highline
South	Kent
South	Renton
South	Tukwila

Non-CPPW districts	
East	Bellevue
East	Issaquah
East	Lake Wash.
East	Mercer Is.
East	Riverview
East	Snoqualmie
North	Shoreline
South	Enumclaw
South	Federal Way
South	Tahoma
South	Vashon

<sup>1</sup>Youth include students in grades 8, 10 and 12. Data source: Healthy Youth Survey

\*Change in obesity since 2004 statistically significant (p-value≤0.05), logistic regression, year as dummy variable.

Error bars represent 95% confidence intervals for direct estimates of obesity prevalence.

Data are weighted to be representative of school enrollment by grade and gender.

CPPW, Communities Putting Prevention to Work.

# Sector presentations

## Community building and outreach

Built environment

Housing

Parks

Hospitals

Schools

Childcare and before/after school



**HEALTHY KING COUNTY COALITION**  
Mobilizing communities to achieve health equity



Nombre	Las Artes Escritura	Guerra de la Cultura Cibernetica	Guerra de la Cibernetica	Imágenes	Música	Barroco Cibernetica	Arte
Emma							
Juliet	X	X	X				
Laura -2	X	X	X				
Liz	X	X	X				
Marcos-3	X						
Martha	X						

**Estacionamiento**

- Si uso el nombre de una persona en mi trabajo, estoy rompiendo la Confidencialidad de esa persona?
- Se necesita un documento formal de confidencialidad para usar los nombres de amigos?



**HEALTHY KING COUNTY COALITION**  
Mobilizing communities to achieve health equity

# FRAMEWORK and FOCUS







## CURRENT MEMBERS

- American Cancer Society
- Asian Pacific Islander Coalition against Tobacco\*
- Bicycle Alliance\*
- Center for Multicultural Health\*
- Change Your Food, Change Your Life\*
- Childhood Obesity Prevention Coalition\*
- City of Federal Way
- City of Seattle
- City of Tukwila
- Community Schools Collaborative
- Comprehensive Health Education Foundation
- Creative Narrations
- Entre Hermanos\*
- FEEST Seattle\*
- Global to Local\*
- Got Green\*
- International Community Health Services
- Lifelong Aids Alliance
- Neighborhood House
- Pierce County Public Health
- Prevention Alliance
- Public Health Seattle & King County
- Puget Sound Educational Service District
- Puget Sound Regional Council
- Sea Mar Community Health Centers\*
- Seattle Children's
- Seattle Indian Health Board
- Seattle Parks and Recreation
- Seattle Schools
- Seattle Tilth\*
- Seattle YMCA\*
- Solid Ground\*
- Superintendent of Public Instruction
- Transportation Choices
- University of Washington
- Washington CAN
- Washington State University
- White Center Development Association

\*Active voting member organization

# Brief overview-Community Capacity Development



Social and Outreach Services for the East African Communities of Greater Seattle



# Childhood Obesity Prevention Coalition (COPC)

## A success story

### Youngstown Cultural Arts Center

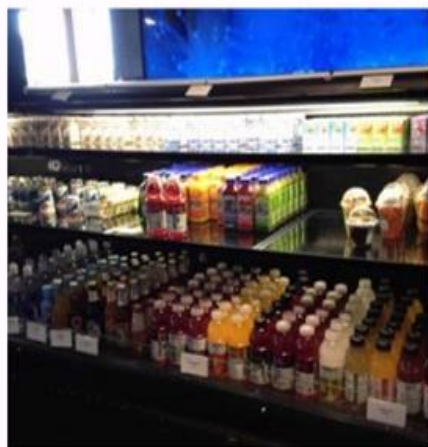


### Changes in Action

- Providing healthy beverage materials to individuals as they check into housing units, and to visitors and students that pass through its gathering spaces.
- New Healthy Vending Machine



**A PROGRAM OF THE CHILDHOOD  
OBESITY PREVENTION COALITION**



## Healthy Beverage Environments

My organization wants to create a healthier  
beverage environment!



*Water is calorie-free, inexpensive*

## Drink Healthy

I want to pledge to drink healthier!

[Get started »](#)



## Providing Water, a Community Responsibility

# Challenges

Time to build  
relationships

Competing  
priorities

Adapting our  
“Asks”

Combatting  
years of junk  
food

Myths of tap  
water

# Opportunities



Media  
Release



Sign the  
pledge

Promote  
new  
rewards

Help us  
not  
make  
“cold  
calls”

Coordinate  
among  
grantees

# Sector presentations

Community building and outreach

## **Built environment**

Housing

Parks

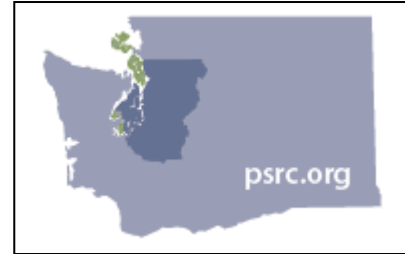
Hospitals

Schools

Childcare and before/after school

# Built environment – brief overview

***Overall Goal: Increase the number of city planning departments that adopt healthy community planning strategies and actions***



## Puget Sound Regional Council (PSRC)

- Develop a web-based Health, Equity and Sustainable Development Toolkit for land use and transportation planning

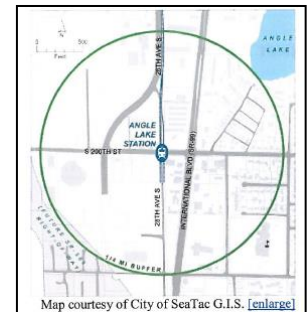
## City of Auburn

- Integrate health and equity policies into the comprehensive plan through a Health Impact Assessment Process



## City of SeaTac (still in early stages)

- Inform planning of the future Angle Lake (Light Rail) Station Area through community engagement
- Analyze pedestrian and bicycle connectivity for the Angle Lake Station Area

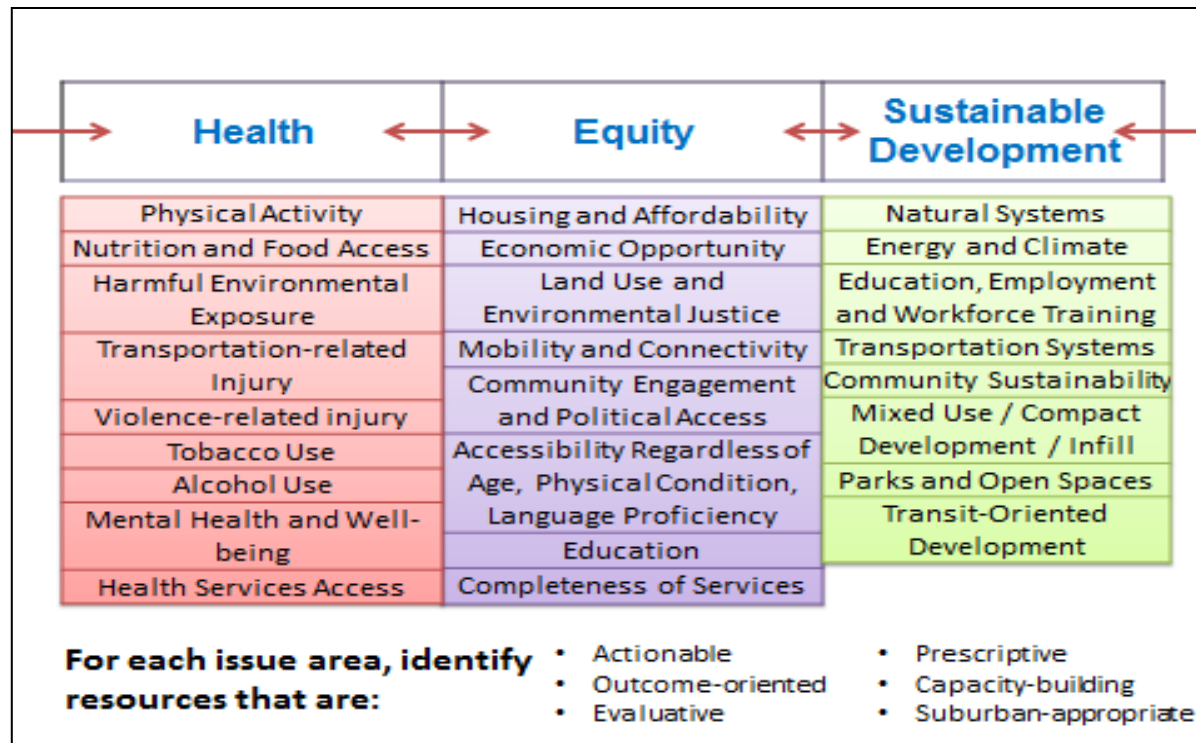
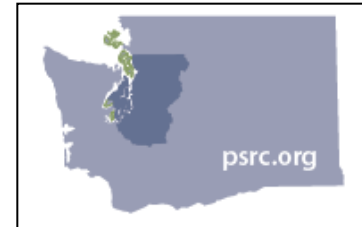




# Progress to date

## Puget Sound Regional Council – Health, Equity & Sustainability toolkit

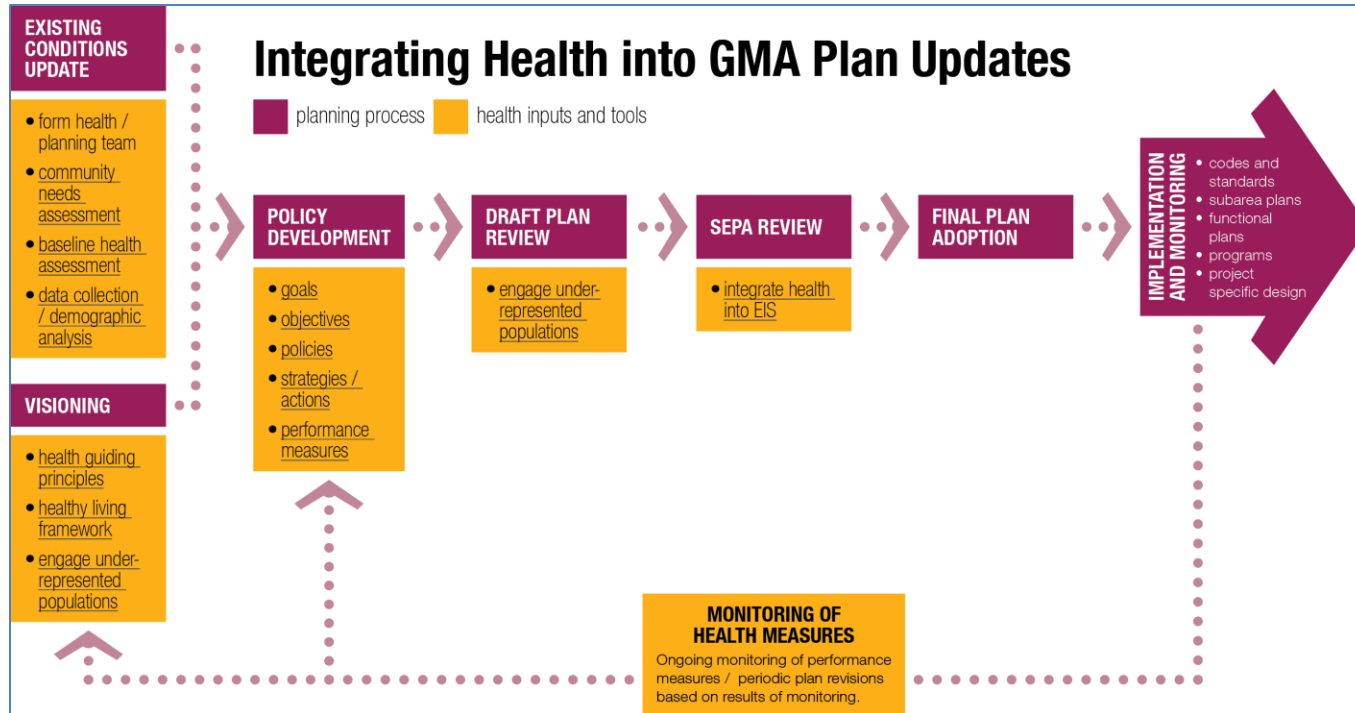
- Advisory Group formation
- Baseline Needs Assessment
- Next step: Development of content and structure of toolkit



# Progress to date

## Auburn Health Impact Assessment of Comprehensive Plan

- Scoping completed
- Next step: analysis and recommendation development



# Challenges & opportunities

- Encouraging participation of city planning staff with limited time and resources (PSRC)
- Creating a unique, relevant, actionable and valuable toolkit (PSRC)
- Creating a joint plan for the long term maintenance of toolkit (PSRC)
- Guidance on measureable impacts
- Ensure that different voices are included in the planning
- Participate in project visioning and planning events and share community priorities

# Sector presentations

Community building and outreach

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**Housing**

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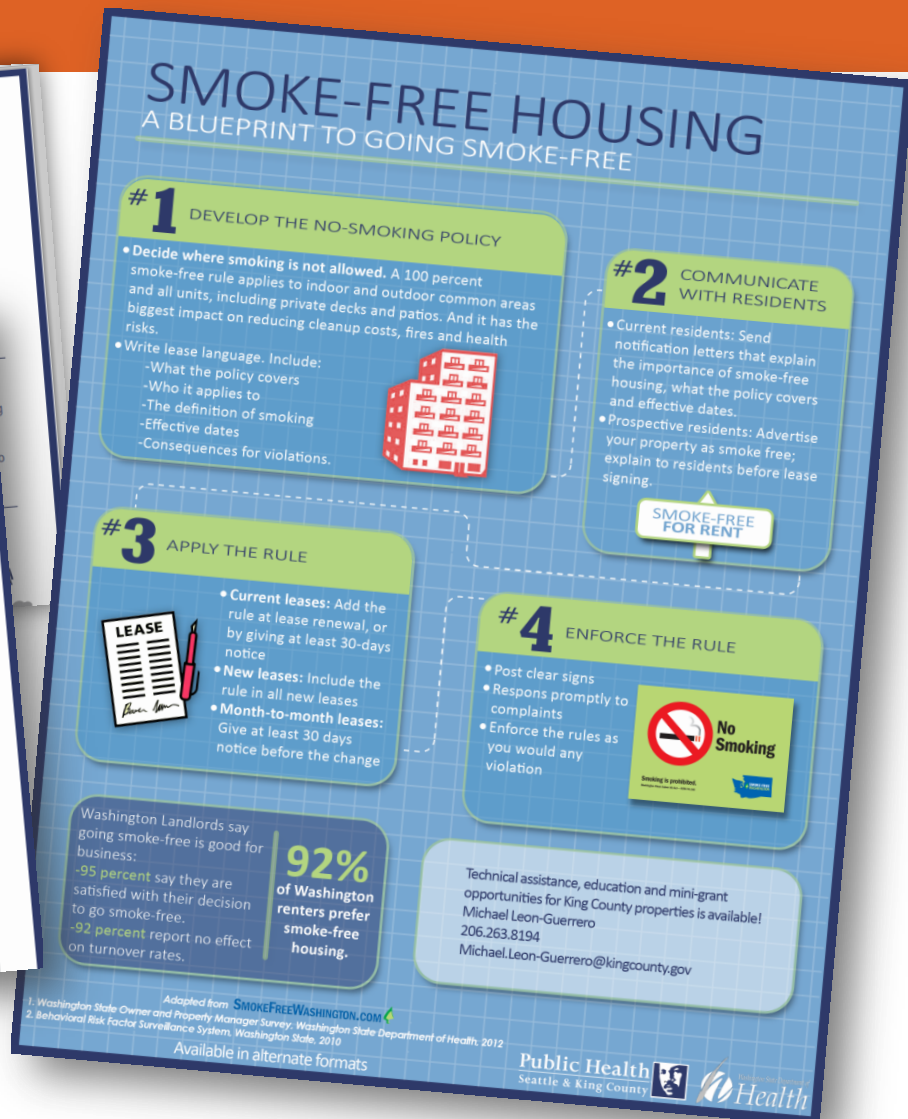
Share a story

## Resident meeting at Renton Housing Authority about smoke-free policy





# Brief overview



Outreach materials from [www.smokefreewashington.com](http://www.smokefreewashington.com)



Search

Home

Secondhand Smoke

Smoke-free Housing

State Laws & Policies

Tools & Resources

En Español

Contact Us



## Apartments and Condos

- [Interactive Smoke-free Housing Guide](#)
- [Watch a Webinar](#)
- [Read Landlord and Tenant Stories](#)
- [Tell Your Story](#)

## Landlords

- [Benefits of Going Smoke-free](#)
- [How to Go Smoke-free](#)
- [Landlord Rights](#)
- [Provide Quit Support](#)
- [Advertise Your Smoke-free Apartment](#)

## Tenants

- [Tenant Rights](#)
- [Talk to Your Landlord](#)
- [Quick Fixes](#)
- [Questions to Ask Before Renting](#)
- [Find a Smoke-free Apartment](#)

## Smoke-free Apartments and Condos

### Going smoke-free saves money, protects your property and keeps residents happy.

Smoke-free housing is a growing trend across Washington state and the nation. For landlords and owners, the business benefits can translate into thousands of dollars in savings. And for residents, clean air can determine where they choose to make their home.

#### Learn more about how—and why—to go smoke-free:

- [Explore our interactive guide](#) to smoke-free housing — Whether you are a property owner, manager, tenant or a condo owner; use this guide to gather information and downloadable tools to go smoke-free. (ADA accessible version available [here](#).)
- [Watch a Webinar](#) presented by industry experts to learn more about how to go smoke-free.
- [Read landlord and tenant stories](#) about why they want no-smoking rules and their experiences going smoke-free.
- [Tell your story](#) about going smoke-free or submit a photo of smoke-related damage.



# Progress to date

- **Goal:** Increase the number of smoke-free units available to 3,016 units
- **Currently we have converted 1,954 units**
  - Senior Housing Assistance Program
  - The Renton Housing Authority
- Working with ALL housing groups (market rate, housing authorities, non-profit)






# Challenges

- Market rate housing
- Traditional partners that serve residents with highest smoking rates are the most resistant
- Housing first model



# Opportunities

Use existing science and relationships with organizations to frame secondhand smoke exposure as a social justice issue



Millions  
are exposed  
to secondhand smoke  
and some can't do anything  
about it.

Even if you don't smoke, you can still be exposed to secondhand smoke in your home through vents, doors, and windows.  
**Talk to your landlord about adopting a smoke-free policy.**

**TobaccoFreeCA.com**

© 2011 California Department of Public Health

# Sector presentations

Community building and outreach

Built environment

Housing

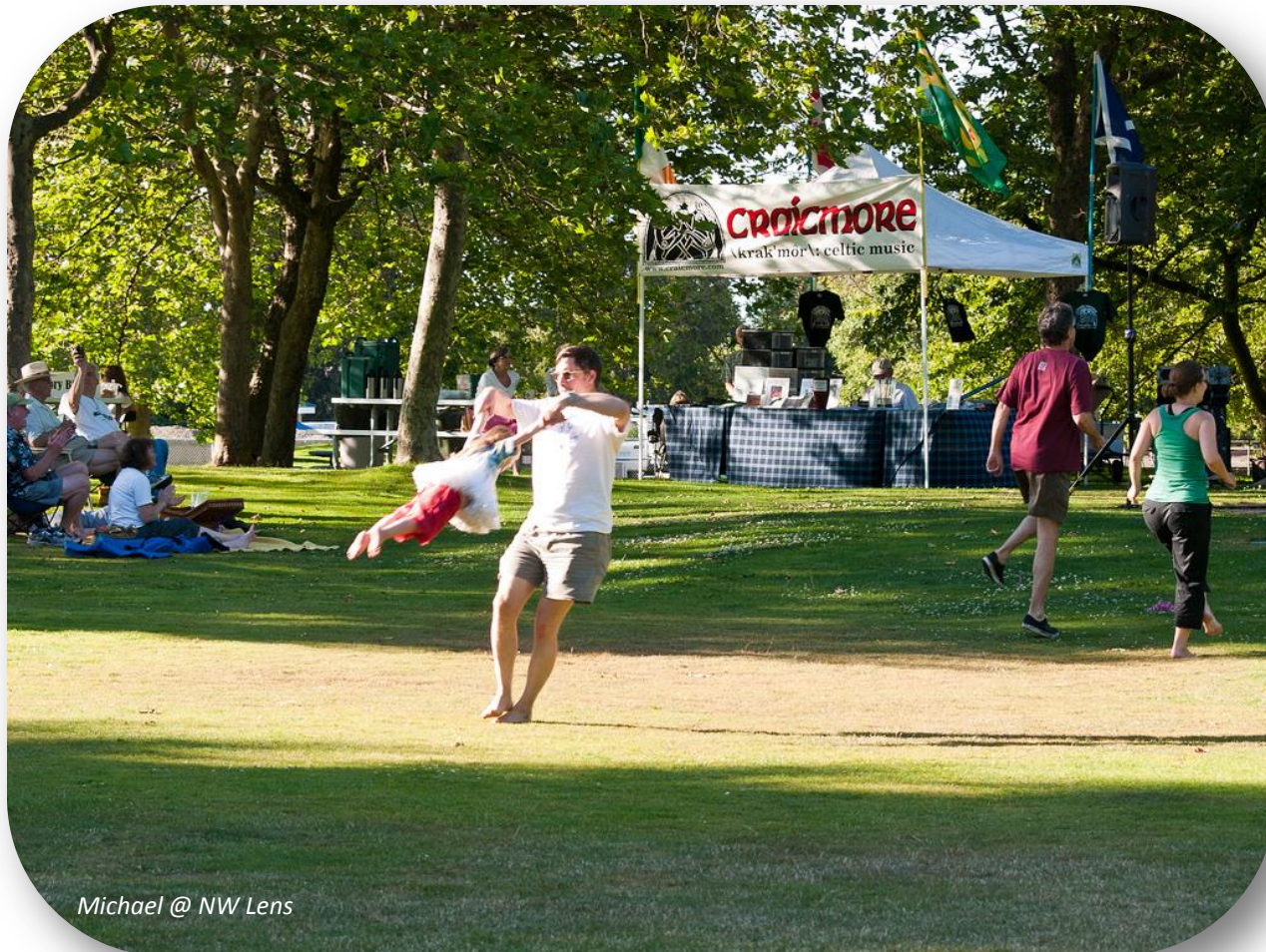
**Parks**

Hospitals

Schools

Childcare and before/after school

# Parks: Physical activity and tobacco-free policies



Michael @ NW Lens



# Brief overview






- **Physical activity:** Strengthen policies for access to culturally appropriate swimming programs and scholarships for low-income children and youth
- **Tobacco-free parks:** Increase the number of parks that are tobacco-free



# Tobacco-Free Park Policies, Cities in King County, WA

as of October 18, 2013

## Legend

-  Tobacco-Free Park Wide
-  Designated Tobacco-Free Areas
-  Smoke-Free Park Wide
-  Designated Smoke-Free Areas
-  No policies

0 1 2 3 4  
Miles



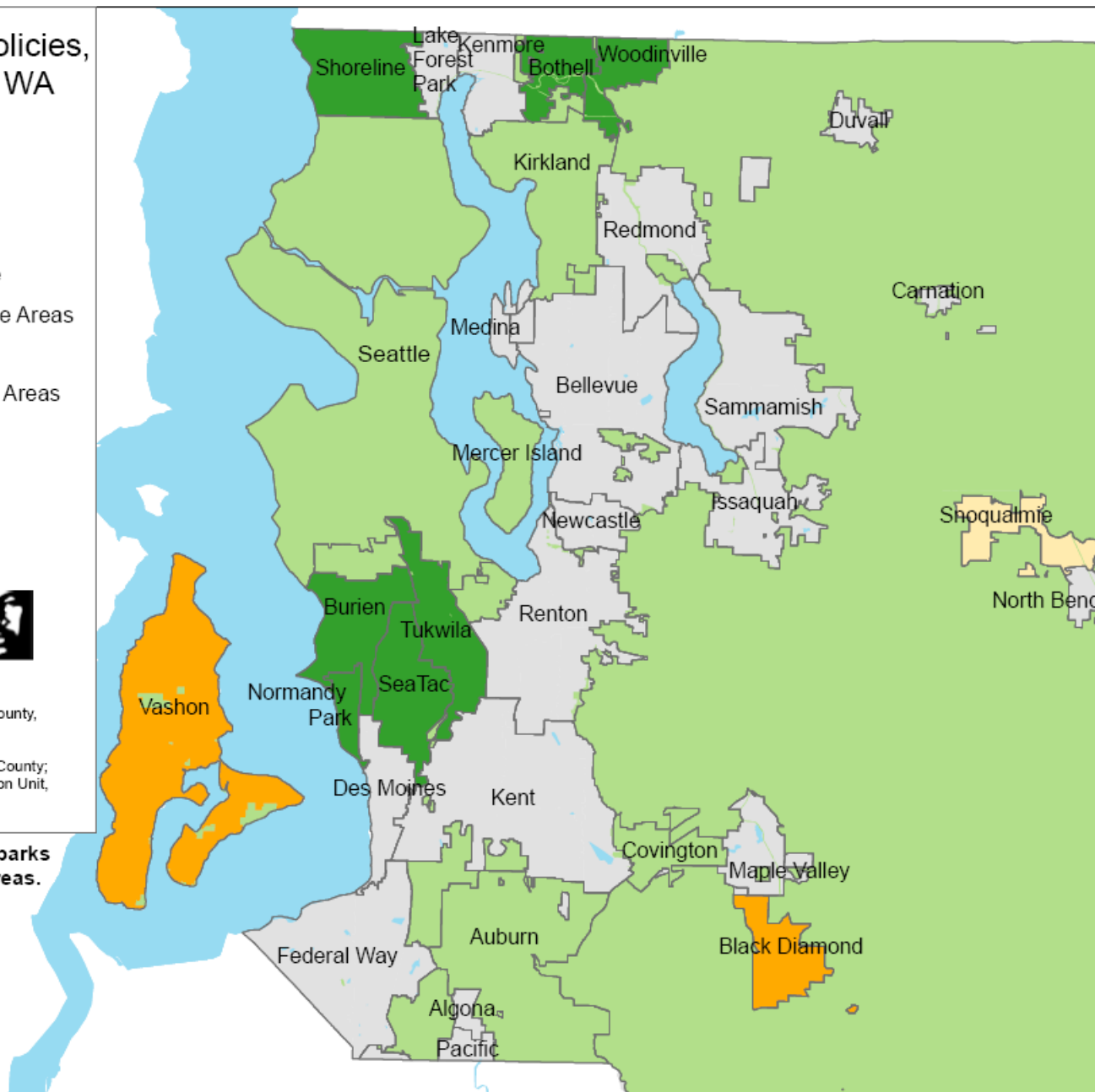
**Public Health**  
Seattle & King County



Data Source: Public Health-Seattle & King County,  
Communities Putting Prevention to Work

Produced by: Public Health - Seattle & King County;  
Assessment, Policy Development & Evaluation Unit,  
10/18/2013

**Note: All King County operated parks  
have designated tobacco-free areas.**



# Progress to date

- **Tukwila Pool** has started single gender swim sessions and residents provided public testimony in support



- **Tukwila and Normandy Park** have adopted new tobacco-free park policies

# Opportunities

- Support access to recreation and tobacco-free parks in your city and neighborhood

Dear The tukwila pool advisory committee

once I heard that The tukwila pool was starting to have a women only swim, I was so happy because in my religion women cant just go swimming in public, we have to have certain guidelines to follow in order to go swimming such as finding an indoor pool, having the windows covered etc. The tukwila pool staff have done a wonderful job in accomadating our needs. for that reason



# Sector presentations

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# Brief overview: Healthy Food in Health Care

- 97 hospitals in Washington state
- 26 hospitals in King County



## Key Facts:

- Average US hospital serves over 1 million meals per year
- Health care spending is 1/7 of US GDP
- King County hospitals spend \$30 million annually on food & beverages
- 1/10 of King County workforce works in health care

# Progress to date

## **Hospitals involved in CTG**

MultiCare Auburn Medical Center

Valley Medical Center

Harborview Medical Center

Highline Medical Center (Pending)

**Hospitals will create 3-4 large changes to retail food environments on campus** (i.e., cafeteria, vending, gift shops)

## **Changes vary by facility, but overall include:**

- Increase fresh fruit & vegetable purchasing by 20%
- Offer at least one healthy meal daily at breakfast, lunch & dinner
- Provide at least 50% healthy snacks in vending machines, cafeterias, and gift shops
- Increase access to tap water
- Increase healthy beverage purchases by 20%

# Challenges



# Opportunities

- Great PR!
- Trained dietitians—need to be empowered to do the right thing
- Endorsement/support of administration can move work exponentially
- King County Hospitals for a Healthier Community prioritized healthy food & beverage on hospital campuses—endorsing healthy beverage initiative as 2014 goal

# Sector presentations

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# **Schools – brief overview**

**High Quality New PE Curriculum – Kent School District; Highline Public Schools**

**Farm to School Model – Auburn, Kent, Renton School Districts  
Grantee – Washington State Dept. of Agriculture**

**Behavioral Economics – Kent School District – 6 secondary schools  
Consultant: Dr. David Just – Cornell University  
Evaluation: U. of W. Center for Public Health Nutrition**

**Learning Network – Facilitator – Seattle Public Schools  
Other Members: Auburn, Kent, Renton, Tukwila, Highline, Northshore**

# Nudging Kent students toward healthier choices

Kent Reporter 10/25/13

When it's lunchtime at school, do kids choose more pears and apples if fruit is easily accessible in a basket instead of in a stainless steel pan? What about moving the salad bar away from the wall into the middle of the lunchroom near the cashier, or placing white milk in front of chocolate milk?

The Kent School District is at the forefront of making these types of changes known as Behavioral Economics. These low-cost changes to school cafeterias can make a big difference in the food kids choose.

Six secondary schools are trying this innovative approach to nudge students to make healthier food choices. Cafeteria managers and staff from Kentlake, Kent-Meridian, Phoenix Academy, Meridian, Mill Creek and Meeker middle schools recently attended training by national experts to learn about how best to make these changes to their school lunchrooms.

[www.kentreporter.com/community/229169401.html](http://www.kentreporter.com/community/229169401.html)





# Learning network progress

## Collaborating on:

- Updating School Wellness Policies – best practices and successful implementation
- *Smart Snacks in Schools* – preparing to implement – 2014
- Re-branding school meal campaign
- Vendor/taste test event – Spring 2014

# Food Rangers – Powered by Good Food

## Healthy diets and student's academic performance

- Learning Network re-branding campaign
- Working with consultant and graphic artist
- Marketing campaign – Superhero Theme
  - Food Ranger Naming Contest
  - Posters
  - Aprons
  - Coloring sheets
  - Classroom activit



# Learning Network challenges

## **So many changes .... So little time**

- **Implementing changes to school meals**
- **School districts experience drop in participation**
- **Preparing for Wellness Policy Updates and community engagement**
- **Smart Snacks in Schools – 2014**
- **Sustainability - Grant funding ends Sept. 2014**

# Opportunities in schools

## Healthier school environments- Engaging communities

- **Wellness Policy Committees – broad representation and commitment to implement best practices**
- **Student Participation – taste testing, marketing campaigns on healthy eating and physical activity**
- **Community engagement**

# Sector presentations

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**Childcare and before/after school**

# Childcare and before/after school

*Katy Levenhagen, MS, RD, Child Care Health Consultant*

**Trainings** and **technical assistance** in nutrition, physical activity and screen time reduction

- 475 providers trained
- 14 providers received technical assistance
- Over 7,000 children reached

*City of Seattle*

Farm to child care and senior sites.

*City of Des Moines*

Physical activity standards for  
before/after school and summer programs







# What providers say

**“I am serving more fruits and veggies for snack and breakfast rather than rely on crackers and bread products so much. “**

**“We started playing freeze games, scarf dancing and I brought new jump ropes.”**

**“We have given new parents more in-depth information on packing healthy lunches.”**

# Opportunities

- Educate the **Department of Early Learning** about the need for **statewide standards** that include best practices for healthy eating, physical activity and screen time in child care
- Support proposed **state legislation** to address **childhood obesity prevention in child care settings**
- Share data from “Nutrition and Physical Activity in Child Care” **state survey**

# Common Challenges – What can LT do?

- Competing priorities – *increasing the importance of prevention*
  - Communications
- Developing the right relationships – *making the connections*
  - Market rate housing, parks
- Unhealthy norms and attitudes – *leading by example*
  - Implementing healthy policies and procedures and modeling
- Making policy change – *advocating with policy makers*
  - State Department of Early Learning



# Next steps

## **Next meeting:**

- May 20, 2014 at the ESD
- Grantees will attend
- Opportunity to continue to connect and plan for sustainability

## **Before you leave, please complete your:**

- Evaluation
- Individual action plans

# Questions?

# Thank you!



**Seattle Children's**  
HOSPITAL • RESEARCH • FOUNDATION



**HEALTHY KING COUNTY COALITION**  
Mobilizing communities to achieve health equity

**Public Health**  
Seattle & King County 